

## **CAMBRIDGE ARTS COUNCIL**

**MEETING: November 16, 2010, 6PM**

BEGIN: 6:14PM

END: 8:00PM

**MEMBERSHIP:** Aliyah welcomed the group and called the meeting to order. She recognized Jason who reported on the status of member recruitment and review and walked the members through the resumes for Diane Norris and Kiera Wilhelm. After brief discussion, Jason asked the group to consider formal recommendations for these potential members. Lori (L) made a motion to approve the candidacy for Diane Norris and Phyllis seconded. All voted positively to approve the nomination. Aliyah made a motion to nominate Kiera Wilhelm and Barbara seconded the nomination. All voted positively to approve the nomination.

Next, Jason discussed new member solicitation and thanked members for submitted names and recommendations. He asked that members continue this process and indicated that he would be in touch with potential candidates and the individual making the recommendation to set up meetings in January to familiarize candidates with the work of the agency.

Jason also discussed the MA Ethics Commission and Conflict of Interest policy provided by the City Manager and Cambridge Law Department. He indicated that acknowledgment forms are to be signed by each member to confirm receipt of this information. Jason reported that the staff is also required to do this and all information goes on file with the City Clerk's office on an annual basis. Finally, he introduced those members who would serve in a crossover capacity between board and commissions representing CAC and bringing news back to the Council on the work of the other governing bodies of the department and agency. Diana Limbach will play a crossover role with the PAC joining their meetings on a quarterly basis. Jose Mateo, as a Trustee and officer (Treasurer) for the CAC Fund, Inc. will play a crossover role related to that corporation and CAC.

**MINUTES:** Jason referred members to the minutes from the October 2010 meeting in the information packets distributed to each member. He also distributed and referenced the minutes from the June 2010 meeting in response to questions raised at the October meeting. Members reviewed both sets of minutes, suggested edits and then approved the minutes pending the edit updates referenced. Aliyah made a motion to accept the October minutes and Phyllis seconded the motion. All voted to approve the October minutes. Lori (L) made a motion to approve the June meeting minutes and Charley seconded the motion. All members voted unanimous approval.

**DIRECTOR'S REPORT:** Aliyah recognized Jason for the Director's Report portion of the agenda. Jason reported on the status of the Grant Program timeline and activity and the efforts under way to organize the applications and solicit a new group of 15 arts professionals to serve as panel reviewers for the FY11 process. Jason also provided an update and timeline for the Poet Populist Program and reminded members that the nomination period for the city's next Poet Populist was underway. He also confirmed the dates for the 2011 Cambridge Open Studios weekends in May.

Following these updates, Jason introduced Mara Littman, Director of Marketing & Press Relations, and invited Mara to provide an update on the status of her work on behalf of the agency. Mara gave a detailed review of the Marketing program and efforts on behalf of the agency and the arts and culture sector across the city. Mara walked the group through a Power Point presentation (attached) sharing her thoughts and experiences on efforts to solidify the

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CAC 'brand' and build a suitable infrastructure and work flow that effectively supports the work and services provided by CAC to the community and region. In particular, Mara also discussed efforts around social media platforms such as Facebook and Twitter as well as her work related to the establishment of a new networking group to be convened in December by CAC. This group, entitled Cambridge Arts Marketing Network, is comprised of marketing professionals from approximately 30 local organizations as well as representatives from the Cambridge Office for Tourism, Arts Boston and the marketing division of the Massachusetts Cultural Council. Besides networking generally, the group is scheduled to meet on a quarterly basis to discuss needs, share experiences and define effective strategies that will support the work of the community in audience development and communicating the good work of arts organizations and our local artist population. Jason agreed to report further on this initiative following the first meeting on 12/6/2010.

Mara introduced her team of graduate interns and volunteers, in absentia, recognizing and thanking them for their great work on behalf of CAC.

The members thanked Mara for her excellent and in-depth work. Barbara suggested that more could be done to reach out specifically to the artist population and community in Cambridge so that they know how to be engaged with CAC. The group discussed various ways of going about this and Jason also reminded the group that Mara's presentation relates to overall agency work. There are many additional and targeted ways that the agency reaches certain populations connected to the specific programs such as COS, CRF, SIC, Poet Populist and CAC Gallery. Matt and Diana both reminded about the importance of engaging the student populations within the local university communities. Charley suggested that it would be a good idea to schedule an extended meeting in 2011 that would allow for further brainstorming around strategies to accomplish this work. Related to the discussion on brand identity, Charley also wondered if the time is right to consider re-naming the annual Cambridge River Festival. Picking up on Mara's report related to a blog under development to support the C&M program and, specifically, Rika's work on behalf of the agency, Lori (L) and Diana applauded that effort and discussed the ability of blogs to personalize information and appeal to the 'me-orientation' of individuals looking to connect or learn from CAC. Jose recommended a new book, entitled *The Networked Nonprofit* as a possible resource for Mara.

**BOARD PROJECTS:** Due to time constraints, Jason recommended returning to this agenda item for more in-depth discussion at the December and January meetings. This will also allow the new members (Diana, Diane and Kiera) to participate in the conversations. Jason reminded members about his communications on the City Council World Café and indicated that Aliyah, Jose and Mags Harries (Chair, PAC) would attend on behalf of CAC with the goal of ensuring that the arts are part of the conversation and goal-setting activities of the Cambridge City Council for 2011 – 2013.

**OTHER BUSINESS:** Short announcements followed about *First Monday@CAC Gallery*; a partnership between CAC and Pew Charitable Trusts to provide training on the new MA Cultural Database Project; the 25<sup>th</sup> anniversary season of Jose Mateo Ballet Theater, including a 23<sup>rd</sup> Nutcracker performance; and the participation by Charley, Lillian, Mitch Ryerson and Rosalind Elder to speak about public art in Cambridge at the upcoming Build Boston Conference.

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**MEMBERS PRESENT:** Phyllis Bretholtz, Lori Damon, Lori Lander, Barbara Baker, Diana Limbach, Matt Weinberg, Aliyah Gary, Charles Norris, Jose Mateo, Jason Weeks, Executive Director, Mara Littman, Director of Marketing & PR

**MEMBERS ABSENT:** Jeff Walker, James Lawson, Andrew Mroczek